

FIG. 1

PRINCIPLE CARD 1

FRONT SIDE 2

BACK SIDE 3

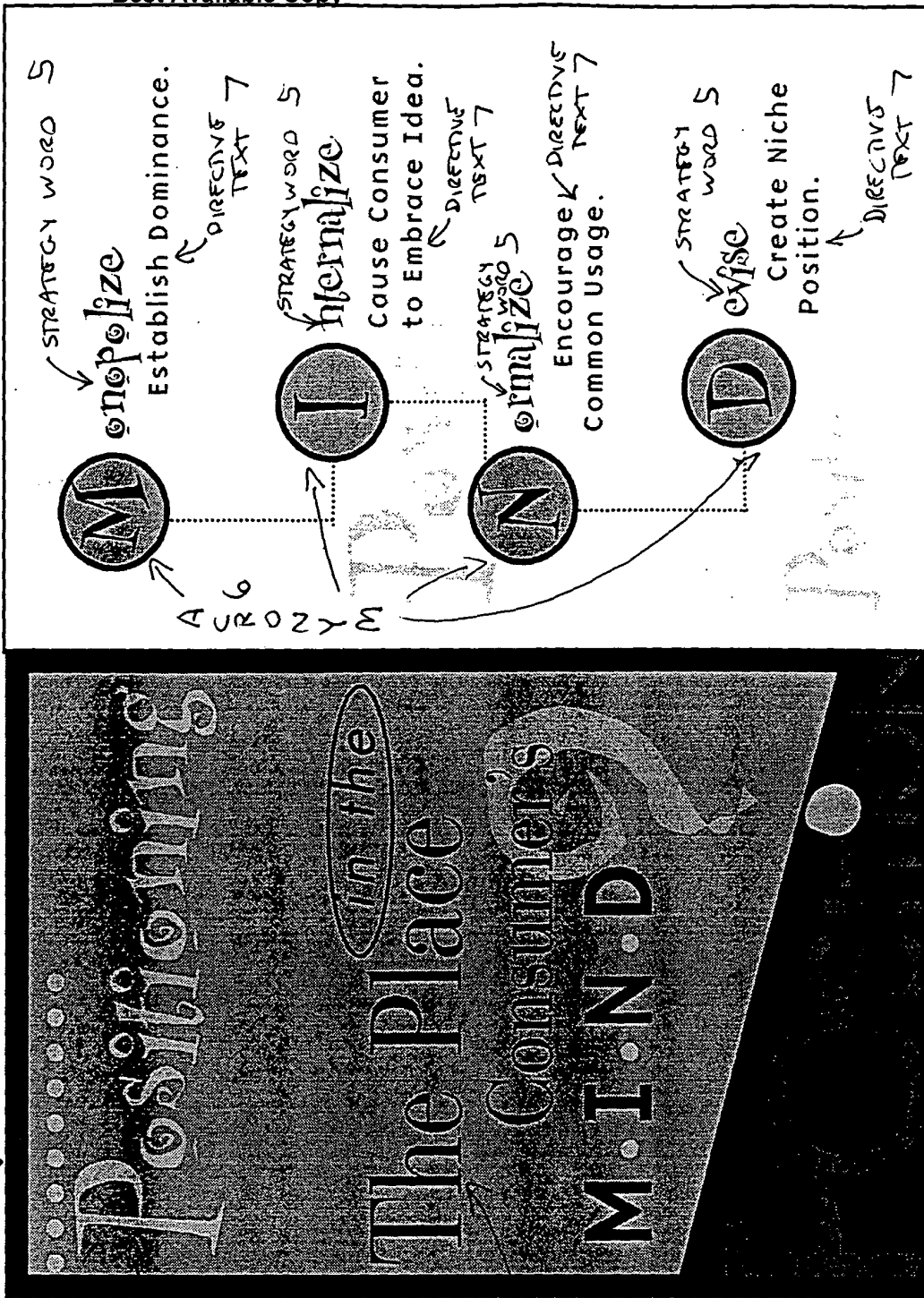


FIG. 2

STRATEGY CARD 8

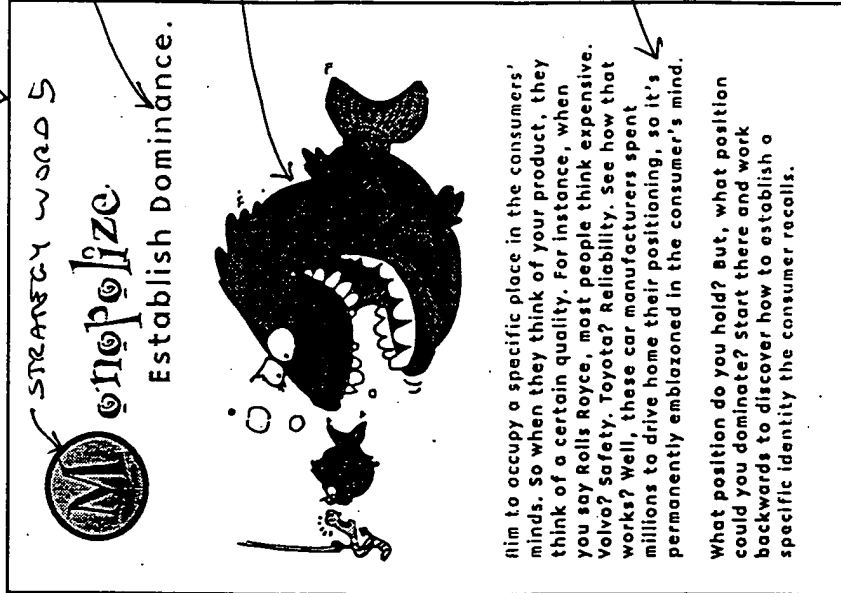
FRONT PORTION 9

BACK PORTION 10



PRINCIPLE
WORD 2
4

PHRASE
12 2



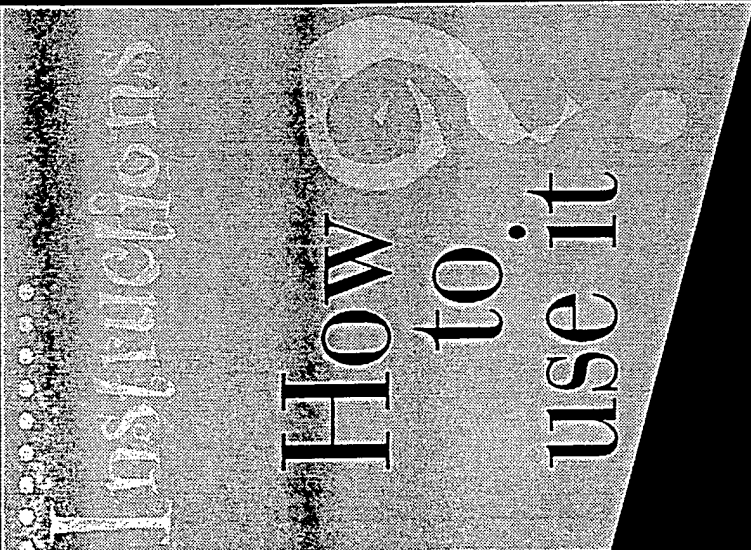
PRINCIPLE
TEXT 7

EXPLANATORY
TEXT 13

FIG. 3

INSTRUCTIONAL CARD 14





MARKETING Facilitator™ INSTRUCTIONS

MARKETING Facilitator™ ...How to use it?

2. Focus on 1 Principle at a Time.

Choose an anagram and master one card at a time. See how many new ideas you can come up with to execute each strategy. If you're defining your audience, you might think about what you need to do to ANALYZE your target. Do you need to conduct surveys, focus groups, 1-on-1 interviews? What will help you better understand your specific market?